

**AMENDMENTS TO THE CLAIMS**

**IN THE CLAIMS**

For the convenience of the Examiner, all claims have been presented whether or not an amendment has been made. The claims have been amended as follows:

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1. **(Currently Amended)** An online method of ordering and purchasing customized products, comprising:

receiving a custom order message incorporating order data and product configuration data submitted by an online user;

storing the order data and product configuration into a buyer database;

entering the custom order and order data and product configuration into an order bank to be scheduled for ~~manufacturing~~; manufacturing;

~~wherein canceling the custom order is cancellable by the user~~ after processing of the custom order is initiated and ~~until~~ before the custom order is scheduled for manufacturing if a cancel request is received from the user; and

generating an order confirmation message and sending the order confirmation message to the user.

2. **(Original)** The method, as set forth in claim 1, further comprising:  
receiving input entered on a web page by the user to submit a custom order, including product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

3. **(Original)** The method, as set forth in claim 2, further comprising:  
sending the custom order data to a dealer selected by the user; and  
routing the custom order message to a B2B server, which sends it to an order processor.

4. **(Original)** The method, as set forth in claim 1, further comprising generating a unique order number for the custom order.

5. **(Original)** The method, as set forth in claim 1, further comprising:  
receiving customer data related to the user from the user; and  
storing the customer data in a common membership database.

6. **(Original)** The method, as set forth in claim 1, further comprising:  
receiving online payment data from the user for the custom order;  
processing the online payment data of the product; and  
confirming the online payment processing completion.

7. **(Original)** The method, as set forth in claim 1, further comprising:  
displaying a list of product substantially matching product configuration data entered by the online user;  
receiving a user-tagging of a particular product from the list and a tag order message incorporating tag order data and product configuration data submitted by the user;  
storing the tag order data and product configuration into a buyer database;  
modifying inventory data in an inventory database associated with the tagged product to indicate unavailability; and  
generating a tag order confirmation message and sending the tag order confirmation message to the user.

8. **(Original)** The method, as set forth in claim 7, further comprising:  
receiving input entered on a web page by the user to submit a tag order, including product configuration data;  
generating the tag order message incorporating the product configuration data and sending the tag order message to a web server; and  
routing the tag order message to a workflow manager.

9. **(Original)** The method, as set forth in claim 8, further comprising:  
sending the tag order data to a dealer selected by the user; and  
routing the tag order message to a B2B server, which sends it to an order processor.

10. **(Original)** The method, as set forth in claim 7, further comprising generating  
a unique order number for the tag order.

11. **(Original)** The method, as set forth in claim 7, further comprising:  
receiving customer data related to the user from the user; and  
storing the customer data in a common membership database.

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12. **(Original)** The method, as set forth in claim 7, further comprising:  
receiving online payment data from the user;  
processing the online payment data of the product; and  
confirming the online payment processing completion.

13. **(Previously Presented)** The method, as set forth in claim 1, further  
comprising:  
receiving a lead request message incorporating lead data and product configuration  
data submitted by the user, the lead data identifying the online user as a potential customer;  
storing the lead data and product configuration into a buyer database;  
generating a lead confirmation message and sending the lead confirmation message to  
the user.

14. **(Original)** The method, as set forth in claim 13, further comprising:  
receiving input entered on a web page by the user to submit a lead request, including  
product configuration data;  
generating the lead request message incorporating the product configuration data and  
sending the lead request message to a web server; and  
routing the lead request message to a workflow manager.

15. **(Original)** The method, as set forth in claim 14, further comprising:  
sending the lead request data to a dealer selected by the user; and  
requesting lead status updates from the dealer.

16. **(Original)** The method, as set forth in claim 15, further comprising:  
receiving a lead status update from the dealer; and  
storing the lead status update in a buyer database.

17. **(Original)** The method, as set forth in claim 13, further comprising  
generating a unique lead number for the lead request.

21 18. **(Original)** The method, as set forth in claim 13, further comprising:  
receiving customer data related to the user from the user; and  
storing the customer data in a common membership database.

19. **(Original)** The method, as set forth in claim 1, further comprising:  
receiving a cancel custom order request from the user;  
deleting a custom order associated with the cancel customer order request from an  
order bank; and  
updating a buyer database to reflect the updated status of the user.

20. **(Previously Presented)** The method, as set forth in claim 1, further  
comprising:  
receiving a cancel tag order request from the user;  
modifying data associated with a cancelled tag order in an order bank;  
modifying data of a product associated with the cancelled tag order in an enterprise  
product availability database; and  
updating a buyer database to reflect the updated status of the user.

21. **(Currently Amended)** An online custom product ordering and purchasing system, comprising:

an online user interface operable to provide product configuration and to receive an online order for a product having a specific product configuration;

a web server operable to receive the online order from the online user interface;

an order processor operable to:

receive the online order from the web server and process the order; and

generate an order confirmation message and send the order confirmation message to a user; and

an order bank operable ~~to~~ to:

store the online order and schedule a product having the product configuration specified in the online order for ~~manufacturing~~, manufacturing; and

wherein cancel the custom order is ~~cancellable by the user~~ after processing of the custom order is initiated and ~~until~~ before the custom order is scheduled for manufacturing if a cancel request is received from the user.

22. **(Previously Presented)** The system, as set forth in claim 21, further comprising a workflow manager operable to receive the online order from the web server, store order data associated with the online order in a buyer database, and route the online order to the order processor.

23. **(Original)** The system, as set forth in claim 21, further comprising a common membership database operable to store customer data associated with the online user.

24. **(Original)** The system, as set forth in claim 21, further comprising an order number generator operable to generate a unique order number for each order.

25. **(Original)** The system, as set forth in claim 21, wherein the online order is for customer ordering a vehicle, the specific product configuration comprises make, model, year, color, engine data, and transmission data of the vehicle.

26. **(Currently Amended)** A method of ordering and purchasing a vehicle having specific vehicle configuration via the Internet, comprising:

receiving a custom order message incorporating vehicle configuration data, order data, and user data submitted by an online user;

storing the order data, user data and vehicle configuration data into a buyer database;

processing the custom order;

entering the custom order and its associated data into an order bank to schedule the specified vehicle for ~~manufacturing~~, manufacturing;

wherein canceling the custom order is cancellable by the user after processing of the custom order is initiated and until before the specified vehicle is scheduled for manufacturing if a cancel request is received from the user; and

generating an order confirmation message and sending the order confirmation message to the user.

27. **(Original)** The method, as set forth in claim 26, further comprising:

receiving input entered on a web page by the user to submit the custom order, including order data, user data, product configuration data;

generating the custom order message incorporating the product configuration data and sending the custom order message to a web server; and

routing the custom order message to a workflow manager.

28. **(Original)** The method, as set forth in claim 26, further comprising:

receiving a user-selection of a dealer;

sending the order data, user data, and vehicle configuration data to the selected dealer;

and

routing the custom order message to a B2B server, which sends it to an order processor.

29. **(Original)** The method, as set forth in claim 26, further comprising generating a unique order number for the custom order message.

30. **(Original)** The method, as set forth in claim 26, further comprising:  
receiving user data from the user, including name, address, and contact information;  
and  
storing the user data in a common membership database.

31. **(Original)** The method, as set forth in claim 26, further comprising:  
receiving online payment data from the user for the custom order;  
processing the online payment data of the vehicle; and  
confirming the online payment processing completion.

32. **(Original)** The method, as set forth in claim 26, further comprising:  
displaying a list of vehicles substantially matching vehicle configuration data entered  
by the online user;  
receiving a user-tagging of a particular vehicle from the list and a tag order message  
incorporating tag order data and the vehicle configuration data;  
storing the tag order data and vehicle configuration into a buyer database;  
modifying inventory data in an inventory database associated with the tagged vehicle  
to indicate unavailability; and  
generating a tag order confirmation message and sending the tag order confirmation  
message to the user.

33. **(Original)** The method, as set forth in claim 32, further comprising:  
receiving input entered on a web page by the user to submit a tag order, including  
product configuration data;  
generating the tag order message incorporating the vehicle configuration data and  
sending the tag order message to a web server; and  
routing the tag order message to a workflow manager.

34. **(Original)** The method, as set forth in claim 32, further comprising:  
sending the tag order data to a dealer selected by the user; and  
routing the tag order message to a B2B server, which sends it to an order processor.

35. **(Original)** The method, as set forth in claim 32, further comprising generating a unique order number for the tag order.

36. **(Original)** The method, as set forth in claim 32, further comprising:  
receiving customer data related to the user from the user; and  
storing the customer data in a common membership database.

37. **(Original)** The method, as set forth in claim 32, further comprising:  
receiving online payment data from the user;  
processing the online payment data of the vehicle; and  
confirming the online payment processing completion.

38. **(Previously Presented)** The method, as set forth in claim 26, further comprising:

receiving a lead request message incorporating lead data and vehicle configuration data submitted by the user, the lead data identifying the online user as a potential customer;  
storing the lead data and vehicle configuration into a buyer database;  
generating a lead confirmation message and sending the lead confirmation message to the user.

39. **(Original)** The method, as set forth in claim 38, further comprising:  
receiving input entered on a web page by the user to submit a lead request, including vehicle configuration data;

generating the lead request message incorporating the vehicle configuration data and sending the lead request message to a web server; and  
routing the lead request message to a workflow manager.

40. **(Original)** The method, as set forth in claim 38, further comprising:  
sending the lead request data to a dealer selected by the user; and  
requesting lead status updates from the dealer.



41. **(Original)** The method, as set forth in claim 38, further comprising:  
receiving a lead status update from the dealer; and  
storing the lead status update in a buyer database.

42. **(Original)** The method, as set forth in claim 38, further comprising  
generating a unique lead number for the lead request.

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43. **(Original)** The method, as set forth in claim 26, further comprising:  
receiving a cancel custom order request from the user;  
deleting a custom order associated with the cancel customer order request from an  
order bank; and  
updating a buyer database to reflect the updated status of the user.

44. **(Previously Presented)** The method, as set forth in claim 26, further  
comprising:  
receiving a cancel tag order request from the user;  
modifying data associated with a cancelled tag order in an order bank;  
modifying data of a vehicle associated with the cancelled tag order in an enterprise  
vehicle availability database; and  
updating a buyer database to reflect the updated status of the user.

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